

JOIN THE FIGHT AGAINST ACCIDENTS



"SAFETY IS NO ACCIDENT"

Did you know

™Young children can drown in less than two inches of water in less than two seconds.

™Some children are needlessly burned because they believe clothes protect them from flames.

™Drinking mouthwash can cause a young child to fall into an alcohol coma.

™A child can fall out of a window that is opened only five inches.

™In a crash at 30mph, an unbelted child would hit the dashboard with as much force as a fall from a three-story building.



How can you protect your children from injury?

“Think Safety and practice safety.”

Accident prevention is not difficult. It doesn't cost a lot or take much time. But it does require your attention and some effort. And it's worth it—both for you and your children.

You may not be able to prevent every bump, cut or scrape. But some simple safety measures *will* lower the risk of serious injury to your children. And give you less to worry about

Start by reading this booklet. It presents thirteen steps to follow to prevent the most serious kinds of accidental injuries to children. Some steps you may have already taken—some not.

Make safety a habit in your family. Set a good example. Teach your children to think safety. Show them how to act safely. Share this booklet with babysitters and grandparents. Ask them to follow the steps, too. Remember—**SAFE KIDS** are no accident.

Injuries from accidents are the leading health risks facing American children today. Every year accidents kill and disable more children than kidnapping, drugs, and disease combined. Each year, one in four children will be hurt badly enough to need a doctor's attention.

We call them “accidents,” but most childhood injuries can be predicted and prevented. The fact is some basic safety steps can save thousands of children from death, and hundreds of thousands more from being disabled for life.

Five leading risk areas

Traffic accidents

Drownings

Burns and scalds

Choking and poisoning

Falls



Each year, thousands of children are seriously injured from bike falls and crashes that could have been prevented. Bicycles are vehicles, not toys

Your child may not think helmets are “cool.” You might think they cost too much. But a helmet can save a child from a serious head injury in a fall or collision. (Children copy adults. If you ride, wear a helmet!)

Children’s helmets adjust to growing heads. They should fit comfortably and not move around on the head. Only buy helmets that meet the national safety standard such as ANSI, NELL, etc.



*Children, ages 6 to 12,
are at the greatest risk
for bike accidents
Injury to the head is
The most serious result.*

Prevent bike injuries:

RESTRICT cycling to sidewalks, paths and driveways until children can show how well they ride and observe basic rules of the road (usually around age 9).

Teach your children (ages nine and older) to follow these basic rules of the road.



1. **STOP** before riding out into traffic from a driveway, sidewalk, alley, or parking lot. **LOOK** left, right, and left again. When there is no traffic, **ENTER** roadway.
2. **RIDE** on the right with traffic.
3. **OBEY** stop signs and red lights. (kids under 12 should walk not ride bikes through busy intersections.)
4. **LOOK BACK** and **YIELD** to traffic coming from behind before turning left at intersections.

“PRACTICE WITH YOUR CHILDREN”

Street Smarts

Many young children cross streets alone. Yet very few under age 8 can deal safely with traffic. Their age and small size put them at risk. Here's why.

TMYoung children believe if they can see a driver, a driver can see them.

TMThey think cars can stop instantly.

TMThey can't tell where sounds come from.

TMFew can judge how fast traffic is moving

TMTheir field of view is one-third that of adults.

TMThey don't recognize danger or react to it.

TMVery young children see cars as friendly, living creatures.



TIP...
CROSS STREETS
HUNDREDS OF
TIMES WITH
YOUR CHILDREN
BEFORE LETTING
THEM CROSS
ONE ALONE



Children should learn street safety as soon as they are ready to walk outdoors. But they need your help.

Kids learn traffic safety by watching and doing. Go for walks with your children. Be a role model. Practice these safety steps.

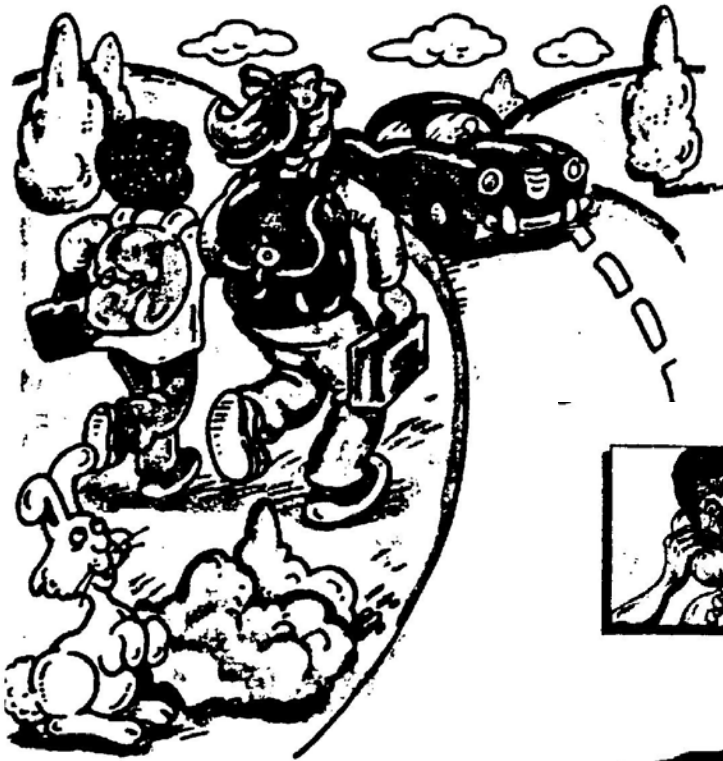
- 1. STOP** at the curb or edge of the road. **NEVER** run into a street.
- 2. LISTEN** and **LOOK** for traffic to the left, to the right, and to the left again. (Teach children who don't know left from right to look "this way," "that way," and "this way.")
- 3. WAIT** until the street is clear. **KEEP LOOKING** until you've crossed the street safely.

"Supervise Your Children Until They Show You They Are Safe Pedestrians."

TRAFFIC ACCIDENTS



Children, ages 5 to 9, are at highest risk of being hit by a car. Why? They "dart out" into traffic.



If a child gets hit by a car:

TMStay calm. Keep the child calm.

TMGet help or send a bystander. Call, your rescue squad, or "0" (zero) for operator.

TMDo not move the child or let the child move (unless there is a risk of more danger).

TMCheck for breathing. (Enroll in a class on first aid to learn rescue breathing. It could be the difference between life and death).

TMStop bleeding. Press down on wounds with your hand or clothing.

TMCover the child.



Remind older children:

USE sidewalks

KEEP to the left and walk facing traffic where there are no sidewalks.

BE seen at night. Trim clothing with materials that reflect light. "Retroreflective" tape is an excellent choice. It's not expensive and available at fabric, sporting goods, and hardware stores.



Make It Click

TRAFFIC ACCIDENTS

Each year, car crashes injure and kill more kids than any disease. If used properly* child safety seats and safety belts do protect children in a crash and help save lives.

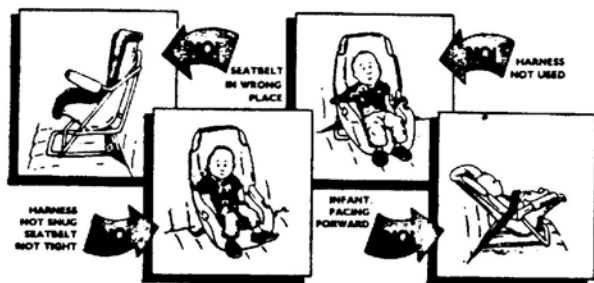
***If used properly ..."**

What does that mean?

TMUsing a child safety seat right makes a big difference. Be sure to read, follow, and keep the directions. Use the safety seat until your child outgrows it-up to about age 4 or 40 pounds.

TMWhen your child is ready to switch to a lap belt, show the child the right way to wear the belt. Buckle low and snug across the hips, not the stomach.

TMLap-shoulder belts are best for older kids. But if the shoulder strap crosses your child's neck or face, place it behind the child, and use only the lap belt. When using a lap-shoulder belt with a safety-booster, follow manufacturer's directions.



Most collisions happen close to home. So no matter how short the ride, make sure everyone in the car is buckled up, including you. Set a safe example.

••••So why isn't *YOUR* child buckled up?••••

EXCUSE: "My child is safest in my arms".

FACT: Your child will not be protected in your arms or lap. The force of a crash will pull a child from your arms. Your body can crush a child against the dashboard.

EXCUSE: "Safety belts will rap us if the car catches on fire or falls into water."

FACT: Only a very small number of crashes involve fire or falling into water. Even so, safety belts keep passengers unhurt and alert enough to escape.

EXCUSE: "I can grab my child in a crash".

FACT: Probably not. Crashes happen suddenly, allowing less than one-half second to react. Very few adults can reach that fast.

EXCUSE: "We might be saved if we're thrown clear of the car in a crash."

FACT: Your chances of being killed are 25 times greater if you are thrown from the car. Think about it-there are only two ways out-through an open door or through the glass.

Children Aren't Waterproof

DROWNING

Drowning is the second leading cause of accidental death of children. Most drowning and near-drowning happen when a child accidentally falls into a pool or is left alone in the tub.



TIP...
SUPERVISE
YOUR CHILDREN
IN AND NEAR
WATER



Children under 4 are at especially high risk. It takes only an inch of water and a few moments for a child to drown. It could happen in a bathtub, "kiddie pool," toilet bowl, or pail of water.

™Never leave a young child alone in the tub... not even to answer the phone or to get a towel. If you must leave, take the child with you.

™Always watch your child by the pool, at the beach, by the lake. Beware of backyard pools in the neighborhood. Your child could wander off and accidentally fall in.

™Enroll children over age 3 in swimming lessons taught by qualified instructors. But keep in mind that lessons don't make your child "drown-proof."

™Never let older children swim in unsupervised areas like quarries, canals, or ponds. Older kids are at risk of drowning when they overestimate their ability or underestimate how deep the water is.



TEACH YOUR SWIMMERS THESE FOUR KEY RULES.

1. Swim with a buddy, never alone.
2. Don't dive into unknown bodies of water. Jump feet first to avoid hitting your head on a shallow bottom.
3. Don't push or jump on others.
4. Be prepared for an emergency (see page 14).

NOTE: CPR (cardiopulmonary resuscitation) can save a child's life in the critical moments after an accident. Learn CPR. A poster at the poolside is not a substitute for training.

A Burning Issue

Fire kills hundreds of children each year and permanently scars thousands more. Yet more fire victims die from smoke, than flames. Smoke can overwhelm a child or adult in minutes.

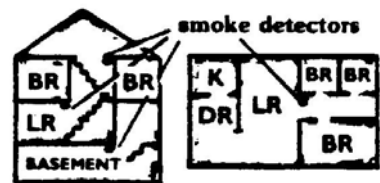


Kids under 5 are at greatest risk when fire strikes. They may panic and hide in closets or under beds. Young children also need special help to escape.

Protect your family:

™Install smoke detectors outside all sleeping areas and on every level of your home.

™Test them monthly with real smoke. Change batteries at least once a year-even if they are still working. **Caution:** Never remove batteries for use in toys, a flashlight, or radio.

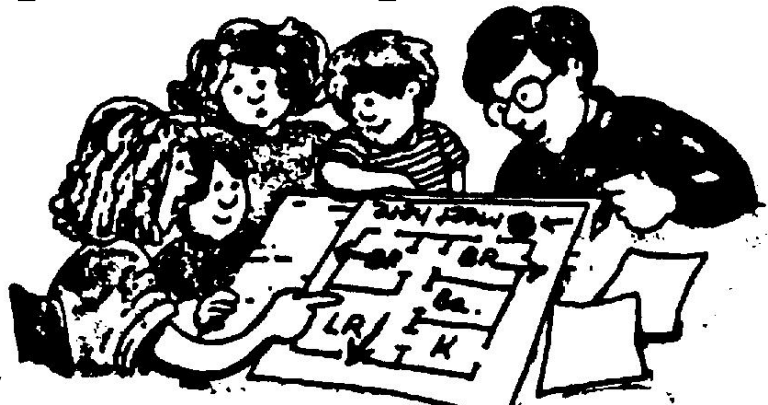


TEACH your children about smoke detectors. Let them help test the detectors, so they recognize the alarm. Follow up by practicing your escape route.

How would you get out of your home in case of fire? How about your children? How would they escape from a second or third floor?

Plan a fire escape route and practice it.

- ™Draw a simple picture of your home.**
- ™Plan two ways to get out of every room.**
- ™Agree on an outside meeting place.**
- ™Decide who'll take charge of each child.**
- ™Discuss the plan with your family.**
- ™Practice an escape at night.** That's when most deadly fire occurs.



NOTE: Show children who live in high-rise buildings the shortest route to a safe exit. Warn them not to use the elevator.

Flames Are No Games

BURNS

Fire fascinates children. Even if they know fire is dangerous, they are amazed by flames.

Teach your children what to do in a fire:

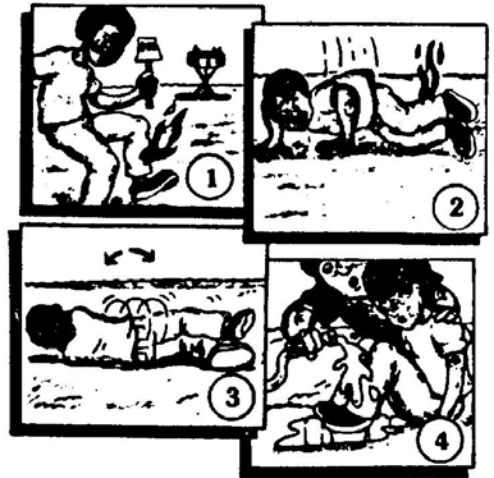
1. **GET OUT FAST, SECONDS COUNT.** Phone for help from a neighbors home, not from inside a burning building.
2. **CRAWL LOW** under the smoke.
3. **TEST** the door. If it's hot or there's smoke, use another way out.
4. **ONCE OUT, STAY OUT.** There's nothing more important in your home than you.

If clothing catches on fire:

Some children falsely believe that their clothes will protect them from fire. Show children, age 3 and older, what to do if their clothes catch on fire. Practice with them.

1. **STOP.** Running fans the flames, making fire burn faster. **SHOUT** for help. Don't run for help.
2. **DROP** to the floor. Cover your face.
3. **ROLL** back and forth to put out flames.
4. **COOL** a burn with cool water.

TIP...
STORE MATCHES
AND LIGHTERS
OUT OF REACH
OF YOUNG
CHILDREN



For children, ages 3 to 8, curiosity about matches and lighters is normal. But more than one-third of the burns to these children are the result of playing with matches.

Your child may not think helmets are "cool." You might think they cost too much. But a helmet can save a child from a serious head injury in a fall or collision. (Children copy adults. If you ride, wear a helmet!)

™Draw a simple picture of your home.

™Plan two ways to get out of every room.

™Agree on an outside meeting place.

™Decide who'll take charge of each child.

™Discuss the plan with your family.

Hot Liquids Burn Like Fire

SCALDS

Hot liquids-not fire-are the most common cause of burns to young children. Hot water can cause serious, painful scald burns-quickly.

Prevent scalds in the kitchen:

™Keep hot foods and drinks away from the edge of tables and counters. Do not put them on a table-cloth that little hands can yank.

™If you're holding something hot, don't hold your child too.

™When you cook, keep your child away from the stove. Turn pot handles toward the back of the stove. If possible, use rear burners. Watch for dangling appliance



Toddlers are at greatest risk of scalds as they begin to walk, climb, and reach.

Prevent scalds in the bathroom:

™Test how "hot" your hot water is. Turn on the hot water at the tub faucet. Let it run for 3 to 5 minutes. Measure the temperature with a hot water gauge. Or mercury thermometer. (Liquid crystal bath thermometers are available for under \$1.00).

™For safe bathing, set the water heater's thermostat to low, warm, or 120 degree Fahrenheit. Wait a day. Test the water again. Repeat, if necessary. Your clothes and dishes will get clean at this setting!

™Always check the water temperature before placing your child in the tub. A child's skin burns more easily than an adult's.

™Supervise kids in the tub. Young children can turn the hot water on by themselves. Older children can scald a younger child.



TIP...
LOWER THE
TEMPERATURE
OF YOUR
HOT WATER
HEATER TO
120° F



NOTE: If you rent, ask your landlord to lower the water temperature or put a tempering valve on your shower.

Chew This Over

CHOKING

Infants and toddlers will put anything in their mouths. Protect them by keeping small objects out of reach

Chances are, if you look around your home you'll find some of these items on the floor and on low shelves... accidents waiting to happen. Put them out of reach of young children. Ask older brothers and sisters to store toys with small parts up high.

A child can also choke on small objects.

Safety pins	Small parts of a toy
Nails, tacks, screws	Jewelry
Crayon pieces	Coins
Small batteries	Buttons
Broken or deflated balloons	



TIP...
KEEP SMALL
OBJECTS OUT
OF REACH



Round and hard foods are especially dangerous. These snacks can be deadly to a child under 4. Ask a doctor when your child is old enough to eat these kinds of food.

Hot dogs	hard candies	Grapes
Nuts, raisins	Raw carrots	Popcorn

CHOKING FIRST AID (for conscious victims) If a child can cough, speak, or breathe, do not interfere. If a child is unable to cough, speak, or breathe, follow these steps.

For an infant:



1. Try 4 quick back blows.
2. Then give 4 thrusts. Place 2 fingers on the breast bone between the nipples. Push down and let go.
3. Repeat until airway is clear.



Choking is the fourth leading cause of accidental death in young children, especially those under the age of 3.

For a child:



1. Stand behind the child with your fists clasped between the navel and bottom of the breast bone.
2. Give 4 quick strong thrusts, in and upward.
3. Repeat until airway is clear.

Out Of Site, Out Of Mind

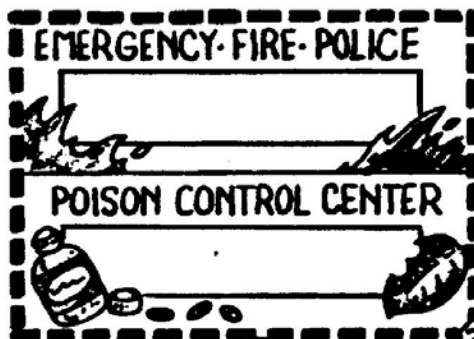
POISONING

Common household items like medicines, make-up, cleaning products, and plants account for most home poisonings.

Prevent poisoning, but be prepared. Many accidental poisonings can be treated safely at home, but get medical advice first.

™Find the number of your local poison control center. Ask your doctor for the number or look on the first page of your phone book. Write the number and tape it by your phone.

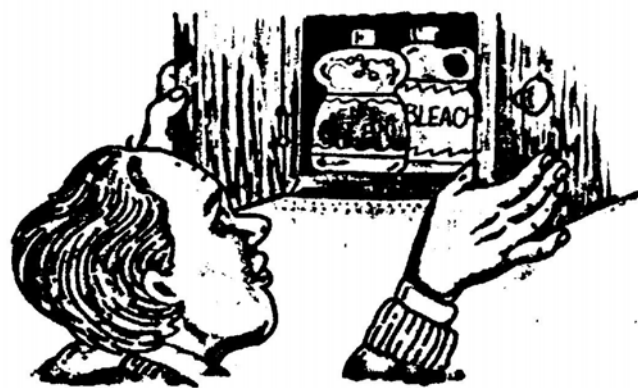
™Keep Syrup of Ipecac in your home. Take it on vacation, to grand parents' homes, and wherever your children regularly visit. Ipecac is a treatment for some types of poisonings as it causes vomiting. Most drugstores sell it for under \$2.00. **CAUTION:** Never give a child anything without first getting medical advice.



Children under 5 are the most frequent victims of poisonings. Infants and toddlers are at highest risk.

If you suspect poisoning:

1. Stay calm. Keep the child calm.
2. Look in the child's mouth. Remove any remaining pills, pieces of plant, etc.
3. Take the child and the poison to a phone. Call the poison center or your doctor. Be prepared to give the child's age, weight, the product name, and the amount swallowed.
4. Follow their directions. Never give the child ANYTHING (even Ipecac) without first calling a poison center or a doctor. Good intentions could cause more harm.



TIP...
KEEP COMMON
HOUSEHOLD
POISONS AND MEDICINES
OUT OF SIGHT AND
REACH OF CHILDREN

Children Can't Fly

FALLS

Each year, thousands of children are seriously injured from bike falls and crashes that could have been prevented. Bicycles are vehicles, not toys

Prevent falls from furniture:

™Keep Don't leave babies alone on a bed, changing tables, or sofas.

™Always strap children into highchairs and strollers.

Prevent falls down stairs:

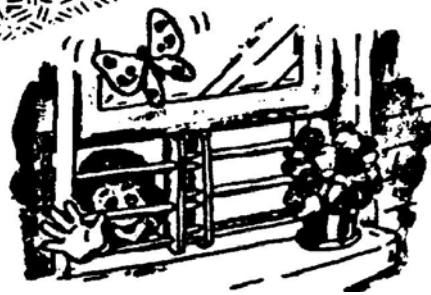
™Keep stairs well lit and clear of clutter. Don't let children play on stairs.

™Use safety gates if there are infants and toddlers in your home. At the top of stairs, attach the gate to a wall. Avoid accordion gates with large openings. A child's neck can be trapped in the openings.

™Don't let children play alone on a fire escape, high porch, or balcony.

™Fix loose railings or boards. If you rent, ask the landlord to make these repairs.

TIP...
INSTALL WINDOW
GUARDS AND
"STOPS"



NOTE: Window guards are not expensive and are available at most hardware stores. Don't put guards on windows that open to fire escapes.

™Don't rely on screens to prevent falls. Screens are made to keep bugs out, but not strong enough to keep children in.

™Move chairs and other furniture away from windows to discourage young climbers.

™Unguarded windows opened only five inches pose a danger to children under 10. In some cities, landlords are required by law to place windows guards in apartment where children live.



TIP...
PUT UP
SAFETY GATES
AT THE TOP
AND BOTTOM
OF STAIRS



For children, ages
1 to 4, home falls are
the leading cause of
accidental death and
serious injury.

12




IF THIS RULER CAN PASS THROUGH A WINDOW OPENING, YOUR CHILDREN ARE AT RISK.

In Case Of Emergency

Emergency phone numbers should always be in sight and up to date—just in case.

To find emergency numbers, open the first page of the telephone book or dial “0” (zero) for Operator. Write the numbers here. Cut this list out and tape it by your phone. Put it at a height your children can see.

Show this list of numbers to your babysitter whenever you go out.



AMBULANCE _____
POLICE _____
FIRE _____
OUR PHONE NUMBER _____
OUR ADDRESS _____
DOCTOR/CLINIC _____
DAD'S WORK NUMBER _____
MOM'S WORK NUMBER _____
NEIGHBORS _____
FRIENDS _____

TIP...
**POST EMERGENCY NUMBERS
NEXT TO YOUR PHONE**

Make sure your children know whom to call in an emergency and what to say. Talk to them about different. Point out that fire fighters, ambulance drivers, and police can help them in an emergency. Teach your children how to get help by using the phone. Practice with a toy phone.

1. **BE CALM.**
2. **WAIT** for the dial tone. **DIAL** the rescue squad or “0” (zero) for the operator.
3. **TELL** the emergency person what is wrong. Speak clearly.
4. **GIVE** your name, address, and phone number.
5. **DON'T HANG UP** until the other person hangs up.

...In case of an accident, would you panic?...

The first rule in an emergency is stay calm and keep the victim calm.

But the thought of your child being hit by a car or choking or drowning right before your eyes is terrifying.

Many parents believe that if faced with such emergencies, they would panic. The fact is most parents overcome panic and do react within seconds.

Chances are that you, too would gather your wits at the scene of an accident involving your child. And if you know what to do, you will act quickly and confidently, and correctly.

TAKE A FIRST AID AND CPR COURSE

™Keep hot foods and drinks away from the edge of tables and counters. Do not put them on a table-cloth that little hands can yank.

™If you're holding something hot, don't hold your child too.

™When you cook, keep your child away from the stove. Turn pot handles toward the back of the stove. If possible, use rear burners. Watch for dangling appliance cords.

**TAKE THE CLASS, DON'T PUT IT OFF.
IT COULD SAVE YOUR CHILD'S LIFE.**